The State of Recycling in Michigan



MEASURING RECYCLING IN THE STATE OF MICHIGAN

FINAL REPORT I MAY 2015



A PROJECT OF THE MICHIGAN RECYCLING COALITION WITH GRANT FUNDING FROM THE DEPARTMENT OF ENVIRONMENTAL QUALITY

PREPARED BY



Department of

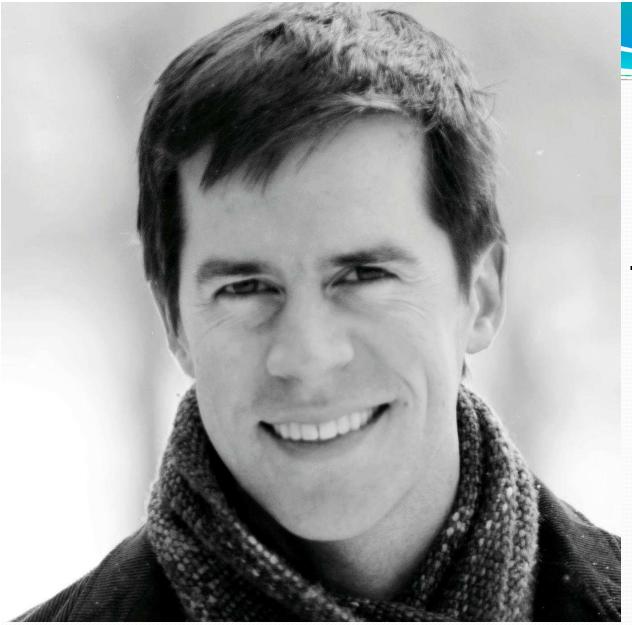






Matt Flechter
(and team)
Department of
Environmental
Quality





Hunt Briggs

Resource Recycling Systems



Recycling Initiative Status Report: Where we're at and where we're going

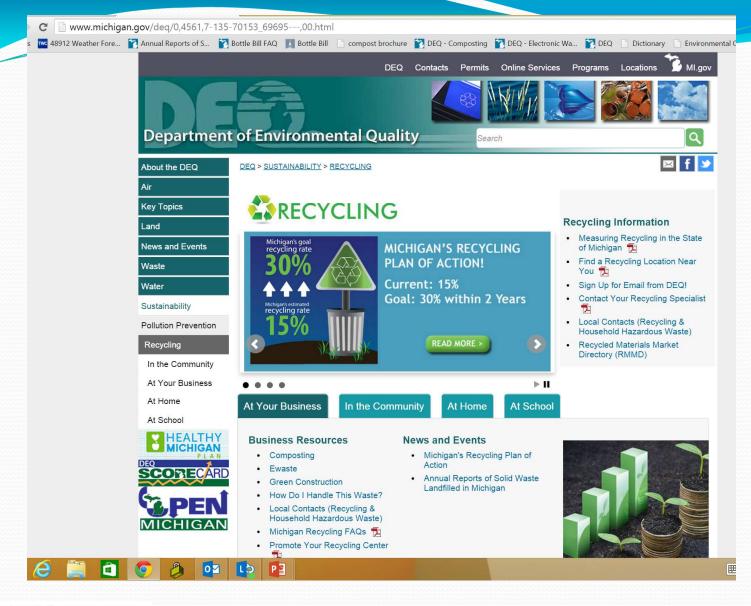


Matt Flechter, Recycling Market Development Specialist Michigan Department of Environmental Quality



June 11, 2015





Environmental Quality
PURE ICHIGAN

- Goals
- Recognition
- Technical assistance
- Leading by example
- Market Development
- Recycle by Design
- Measurement





Goals

- Double our MSW recycling rate from 15% to 30%
 - first focusing on residential recycling
- Increase residential access
 - 29 counties by 2015
 - 45 counties by 2016
 - 83 counties by 2017





Access metric is described on the DEQ scorecard by:

"Counties with at least one drop-off location available per 10,000 people, and where curbside recycling program is available in communities with more than 10,000 people are considered to have convenient access to recycling."

Access legislation





Recognition

- Governor's recycling awards
- Case studies of high performing programs
 - P2 grants





Technical Assistance

- Outreach and education
 - Tools on website
 - DEQ media specialist
- Facilitating connections
 - Regional meetings in collaboration with Michigan Recycling Coalition and Green Communities
- Connecting to end use markets





Leading By Example

- Rest areas
- State Parks
- State Facilities





Market Development

- RFP issued by the end of the month
 - Evaluate and recognize the importance of local and regional end-use markets
 - Economic impact data
 - Recycling Materials Market Directory
- Transportation sector as an end use market
- Organics, glass, ag plastic



Recycle By Design

- Innovative way to create local solutions to solving recycling problems
- Connects funders with worthy projects
 - Will bring new money to the table





Measurement

- Retrac
- Legislation
- Measurement Study





What would you do?

- 1) Work to **increase access** to local community public and privately managed recycling programs
- 2) Work to **increase participation** in existing recycling programs
- 3) Create a statewide recycling **education campaign** to educate residents on the importance of recycling.
- 4) Provide technical tools and training to local public and private recycling program managers
- 5) Provide **technical assistance to businesses** looking to recycle
- 6) **Recognize** and highlight successful recycling programs as case studies
- 7) **Measure** and track progress toward increasing recycling rates
- 8) **Lead by example** by expanding recycling to rest areas, state parks, and government buildings
- 9) Amend and/or Reinvigorate the County Solid Waste Management Planning process
- 10) Develop markets by **increasing the amount of recycled commodities** available to Michigan end users/manufacturers.
- 11) Support market development for difficult to recycle materials
- 12) Other



Matt Flechter
Recycling Specialist
517-614-7353
flechterm@michigan.gov





Department of Environmental Quality PURE ICHIGAN